THORNE RIDDELL

Chartered Accountants

INTEROFFICE COMMUNICATION

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Date: August 29, 1984

Copy To: Jim Carroll - Halifax

From: Carla Gates-Morris
Halifax

Re: Micro Minute Radio Series

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Over the past few months we have received requests for information regarding the Micro Minute series. Hence I have prepared this outline which hopefully will assist you in implementing the series in your market. In Halifax we have aired the series on two local stations. It is impossible to attribute the acquisition of a new client directly to the radio series, but certainly the feedback we've received to date has been very positive.

The Halifax office is constantly seeking new and unique ways to market our services. If you have something different happending in your office, we'd like to hear about it.

Please call Jim Carroll or myself if we can be of further assistance with Micro Minute.

Regards,

Carla Gates-Morris
Marketing Co-ordinator
Halifax

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**MICRO MINUTE RADIO SERIES**

Micro Minute - What is it?

Micro Minute is a forty part radio series based on information relative to microcomputers and their various applications for business and personal use. Each spot in the series is 60-90 seconds in length.

What market is the series targeted to?

For the purposes of the firm we are most interested in reaching the business market. Radio stations usually provide some programming aimed at the business person but for the most part, because radio is a mass medium, programming must usually have some appeal to the mass listening audience. Keeping these facts in mind, the series has been written to incorporate wherever possible, mention of the general consumer usage type applications.

How can other TR offices use the series?

Enclosed you will find a hard copy of the script material as it was aired in Halifax. Other TR offices would simply have to add their own extro identification line at the end of each script and re-record the material at a local radio station.

How does one choose the most appropriate station in the market to air the series?

The best station choice will be the one that offers the greatest number of business oriented listeners. If you don't already have direct access to this information, National Marketing can probably help. In addition to numbers, the station should have a programming format indicative of a business type series.

How does one market the series to the choosen station?

Make an appointment to see the Program Director of the station you've chosen. It's the Program Director who controls what gets aired on the station. Explain what the series is all about and express your interest in airing the series on the station.

The agreement should include that;

Thorne Riddell will:
a) provide the scripts; and
b) provide one person to voice the scripts.

The radio station will:
a) air the series on their station (morning and evening drive times usually offer the highest concentration of business related listeners so try to negiotiate your spot time in either the 7:30 - 8:45 a.m. or 5:15 - 6:00 p.m. periods);
b) provide the production facilities and personnel to record the spots;
c) provide TR with a dub of the series for our records; and
d) provide a pre-recorded intro with TR identification.

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Radio stations regularly purchase series from various sources for air play on their stations. Generally the series are mass produced by huge production houses which depend on resale of the series for their firm's success. In these situations the radio stations pay handsomely for the local air rights to the series. The beauty of Micro Minute is that we are able to provide it to the station free of charge. If you are a sharp negotiator you may even be able to get the station to throw in a small campaign of radio commercials in exchange for the series.

Note:

Often program directors sell sponsorship of an on-air series to a client of the radio station. Sponsorship usually provides that the client will receive a commercial directly adjacent to the series spot and may even include a tag line such as, "Micro Minute is brought to you by XYZ Company". I recommend that a stipulation of your agreement with the radio station be that no sponsorship is sold. Sponsorship may spawn an unwanted correlation between Thorne Riddell and the sponsoring radio advertiser.

For our own purposes, we have given each spot in the series a title. They are as follows:

1. The First Computer Bug.
2. A Forty Year Diary of Computers.
3. What are the Parts of a Micro?
4. A Look at How to Purchase a Microcomputer.
5. Buying a Microcomputer - The Costs, The Whole Costs and Nothing but the Costs.
6. User Friendly Software.
7. What to Buy in Computer Magazines.
8. Internal Electronic Communications.
9. Databases.
10. Microcomputers for Investment Management.
11. Electronic Mail.
12. Spreadsheets.
13. Accounting Programs.
14. Microcomputers for Word Processing.
15. Buying a Computer - What to Consider.
16. Try before you buy...Computer Software.
17. Artificial Intelligence.
18. Computers for Teaching.
19. Microcomputers and Politics.
20. Different Software for Different Jobs...What Kind do You Need?
21. Computer Horror Stories of the Eighties.
22. Computers and the Modern Office.
23. Computer Printers.
24. Computer Phobia.
25. Computer Games - More Than Just A Good Time.
26. Maintenance and Microcomputers.
27. Home Use of Microcomputers.
28. Computers to Manage Inventory.
29. Micros and the Olympics.

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30. Symptoms of a Company in Need of a Microcomputer.
31. Learning to use a Microcomputer.
32. Computers for Tax Planning.
33. Computers ... Where from Here?
34. How Compatible is Compatible?
35. Computer Software - Why is it so Expensive?
36. Integrated Software.
37. New Trends in Computing.
38. War Games ... Could They Really Happen?
39. Computers ... How are They Affecting Us?
40. Careers in Computers.